



FARMSECURE

SUSTAINABILITY AND PROFITABILITY IN AGRICULTURE



Quote

"In keeping with Farmsecure's motto of Sustainability and Profitability in agriculture, we believe that we have a duty to help our community to sustain itself through accountability and social responsibility. This duty is the on-going motivation for our social responsibility programme throughout our field of activities."

Trevor Francis
Group Human Resources Manager



Year of Giving

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Farmsecure is represented nationally throughout the agricultural value chain and is therefore represented throughout many of South Africa's provinces. Farmsecure has always believed in supporting both the communities in which it works and its staff, since the company's inception, has been very involved in contributing to local surrounding communities.

The Farmsecure Group takes its responsibility to its community to heart and tackles these projects not for any reason other than true heartfelt commitment. "We are committed to Corporate Social Responsibility as it is defined in the King Report on Corporate Governance," explains Trevor Francis, Group Human Resources Manager. "In keeping with Farmsecure's motto of Sustainability and Profitability in Agriculture, we believe that we have a duty to help our community to sustain itself through accountability and social responsibility. This duty is the on-going motivation for our social responsibility programme throughout our field of activities."

Farmsecure Foundation



In 2010 the demand from Farmsecure staff to get involved with social responsibility was the impetus that led to the establishment of the Farmsecure Foundation. During 2010 the Farmsecure Board of Directors agreed to set up the Farmsecure Foundation during 2011. The motive for this was that the Farmsecure Foundation would manage the 2.5% of the entire Group's annual profit for social responsibility programmes. The Farmsecure Foundation was established according to plan and as all the requirements for the Foundation's establishment have now been completed, this exciting entity is about to launch its activities within the Farmsecure sphere.

Desireé Schonken is the Acting Head of the Farmsecure Foundation. "Farmsecure is committed to the principles of Corporate Social Responsibility (CSR) and to improve the lives of those less fortunate in the communities where the company is active. The Farmsecure Foundation was established to give effect to this commitment," explained Desireé. "The programme consists of two main components namely the social development and socio-economic upliftment of workers on Farmsecure farms and welfare projects in the broader community with a specific focus on disenfranchised youth, disabled and terminally ill members of society. The Foundation is funded by the Farmsecure Group but will also actively pursue external sponsorships and strategic partnerships with reputable NGO's, welfare organisations and bona fide donors.

"We are very excited about the opportunities that lie ahead for the Farmsecure Foundation. Our social development project on farms has just been launched recently and this is expected to dominate the activities of the Foundation for the first half of 2012. This is a team effort between the Foundation and Farmsecure Institute, Farmsecure Fruit (farm management), Farmsecure HR (in terms of ethical trade considerations) and Colors Academy. Maswiri Citrus in Limpopo will be the pilot project, and it will then be rolled out from there to Kwa-Zulu Natal and the Western Cape.

"Since the Foundation has now obtained legal and financial compliance as a Non Profit Company, we also look forward to continued support for current charities and to hopefully expand on our welfare projects, so watch this space in 2012," says Desireé.



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Acting Head of the Farmsecure Foundation



Corporate Social Responsibility

Currently Farmsecure Corporate Social Responsibility is represented in the Western Cape, Gauteng, and Free State provinces.

Western Cape

Kingdom Kiddies

Kingdom Kiddies is a charity caring for HIV/AIDS affected and abandoned babies and children awaiting adoption. This was established by Carine and Dolf Uys who run the facility in their home in Durbanville. During the past few years they have cared for 36 children, from newborns to 2-year-olds. Due to legal issues they are not allowed more than 6 children at a time. Maisie and Chantal Yazbek had been making private donations to this organisation but the Farmsecure Group officially started supporting Kingdom Kiddies in April 2010, donating R7 000 per month.

"We are eternally grateful to the Farmsecure Group for their involvement with Kingdom Kiddies. Their contribution is integral to our success as without this we would not be able to be nearly as involved with the children as we are," says Carine Uys. "During 2011 we have taken 2 young boys into foster care due to their circumstances and are currently in the process of taking in a third (a little girl) into foster care. At present we have six children in our home as well as our own daughters (aged 11 and 13) who are very involved with the caring for and playing with the youngsters.

"At this stage it seems as if we will be getting involved with uplifting the parents of these children. The parents are underprivileged and as a result of their own circumstances have not been able to develop parenting skills. We want to assist them through "parenting the parents" as well as providing them with skills training for the opportunity of a self-sustained life," explained Carine.



Blue Mountain Primary School

In 2010 the Farmsecure Group made a donation of R50 000 to the Blue Mountain Primary School in Durbanville. The 200 children at the school are from a less privileged community. We received a letter of thanks from the headmaster who listed what the funds were used for and these were stationary, books and other basic needs that their parents are not able to cover. This donation has gone a long way to providing the children with school supplies during 2011.



Naitional "Support" Days

The Farmsecure Group employees participated in National Casual Day as well as Bandanna Day and through this staff was encouraged to make charitable donations and participate in the spirit of the day by wearing their stickers or bandannas and dressing up. The various branches of the Farmsecure Group then sent their crazy photographs for publication in the newsletter for fun. The Group plans to participate in more of these fundraising campaigns in 2012.



Gauteng

Diepsloot Township

In Diepsloot Township, Standard Chartered Bank, one of Farmsecure's banking partners, is supporting a vegetable food project. This is part of the Rikona Day Care Centre which offers full day care to approx 30 pre-school children, 75 children in aftercare from the local primary school and street children who do not even go to school at all, as well as food and home-based care to about 150 desperately ill and poor families in the community. When this vegetable growing project was established during 2010, Farmsecure provided a generous donation of seeds, fertilizers and agronomic expertise to get the project up and running. Farmsecure's staff in Bethlehem also collected clothes and toys for the children. Since then the food garden has been extended over the past few months and the fruit trees donated by Farmsecure are growing well. This food garden has proved to be an excellent source of food for the school and thanks to the recent generosity of Farmsecure who have again donated fertilizer and seed, Rikona will be able to continue to provide food to the school and the extended impoverished community.



Free State

Elma Wolmarans is the Social Responsibility Co-ordinator based at Farmsecure Capital in Bethlehem. Although she was only officially appointed in 2011, her zeal for helping the less fortunate in the Bethlehem community has been the driving force behind this remarkable CSR programme. "When we started this programme we appealed to charities and Non-Government Organisations active in the Bethlehem area to make presentations to Farmsecure to inform us of their activities and needs. From around 30 presentations, we chose to become involved with six projects. Our point of departure is to engage with the community directly through "hands-on" helping projects and at times we also involve our staff members in this process. As the Farmsecure Group deals with food, we have made feeding and food security our main area of focus," explains Elma.

These projects are as follows: Maluti Hoogland School, CTK (Charlotte Theron Kinderhuis), Golden Gate Hospice and Day Care Centre, Pathways (A centre for intense stimulation for learners with severe disabilities), YWAM (Youth With A Mission) and the Sonskyn Service Centre (a retirement home).



Maluti Hoogland School (Munchie Project)

Farmsecure is currently running a feeding project at Maluti Hoogland feeding 170 children lunch every school day. The project provides the funding to buy food and groceries and employs a cook who prepares the food in the kitchen at the school. Maluti Hoogland is a school (primary and high school) for children with learning disabilities. In some cases the disability is due to a physical disability and in others this has resulted from difficult personal circumstances. "There are some scholars at this school who have to catch a taxi at 5am to get to school on time and when they arrive they have not had anything to eat yet," says Elma. "In many cases this plate of food is the only food the children receive all day. There are also a number of children from the Charlotte Theron Orphanage attending this school and they tend to be very hungry. We see hungry children daily – their eyes are sunken and dull and these children also never smile. The fundamental difference a plate of food makes to these children is more than enough motivation to sustain this project."

On the last day of the school term the children received a parcel with biscuits and sweets as a small Christmas present.



Golden Gate Hospice and Day Care Centre

The Golden Gateway Hospice made land available on their premises to Farmsecure to establish and run a vegetable garden. This project has just been established and was launched in November and already there are spinach plants growing in all the beds. "The purpose of this vegetable garden would be to provide food for the Golden Gateway Hospice as well as the other feeding programmes run by Farmsecure in Bethlehem," said Jan Wolmarans, MD of Farmsecure Capital. "Without the support of our community and businesses in Bethlehem the establishment of this Veggie project would not have been possible," he stressed.

As the opening was in November, all the parties involved contributed to make this an early Christmas function as well. Together Farmsecure employees, Round Table members and Golden Gate Hospice employees assisted with providing the children and guests with cupcakes and juice and the children were delighted with the balloons, face painting and ice cream.



Pathways

Pathways Centre in Bethlehem is a non-profit organisation that provides intensive stimulation for learners with severe disabilities such as autism, cerebral palsy, Down's syndrome as well as other physical and mental disabilities. The centre was established in 2007 with five children and has since grown to providing for 21 learners. The centre aims to empower children to communicate, acquire functional literacy, numeracy and life skills in order to participate successfully in their communities as well as to empower families and caregivers to support the children in becoming respected members of society. In May 2011 Farmsecure Capital hosted a very successful Charity Golf Day which raised R120 000 on behalf of Pathways. The children from Pathways were included in the events at the golf day and presented the golfers with prizes on the day. Farmsecure offered their assistance to the 3 teachers of Pathways with the swimming and horse riding therapy and the staff has agreed to call on Farmsecure Capital if they require assistance.



YWAM

The Youth With A Mission (YWAM) centre is located just outside Bethlehem near Lavender Hill. Here Farmsecure is currently involved in a feeding scheme for children from squatter camps in the area. The project feeds between 80 and 120 children every Tuesday and Thursday. There is no dedicated supply from any source for this food and they receive food supplies and donations from farmers or food stores from time to time.

There is also an exciting prospective project attached to the YWAM facility for Farmsecure as YWAM have made available 1.5 ha of land to Farmsecure as a possible vegetable production site. "We are in the process of applying for a water application permit and if we can get this finalised we hope to proceed with this project," says Elma. "Although we will need to source funding to get this established it has great potential as we could plant spinach, green beans, Hubbard squash, potatoes and maize on this ground. Considering the extent of genuine hunger in our community, this could make a considerable difference."



Sonskyn Dienssentrum (Retirement Complex)

Farmsecure has become involved with four elderly women aged between 70 and 90 living at Sonskyn Dienssentrum in Bethlehem. Their economic circumstances are dire and they battle to make ends meet as their state pensions do not cover their costs. Farmsecure Capital now supplements their income with a monthly donation of R4 000. "Although they receive a small meal at midday, it quickly became clear that they were hungry and did not receive enough to eat or drink," says Elma. "I visit them regularly for some social interaction and take flowers or food treats and this is deeply appreciated. Sadly one of these ladies passed away in October and we continue to support Tannie Ria, Tannie Alicia and Tannie Anna."



The Farmsecure Group is committed to supporting communities throughout their sphere of activities. It is clear from the wide field of "hands-on" helping projects that people's lives are touched daily by the Group's heartfelt and ongoing commitment. Hopefully the example of the Farmsecure Group's commitment to Corporate Social Responsibility will inspire and encourage the Group's corporate partners to assist in furthering these goals.